

# Doing Business in Centerville

REPORT PREPARED BY CENTERVILLE ECONOMIC DEVELOPMENT DEPARTMENT

Centerville Business Survey Conducted April-May 2021  
Response Rate: 55% City Wide 72% Mall



180  
Commercial  
Businesses

44% National  
56% Local  
Entrepreneurs

60% of Centerville  
Businesses have 5 or  
less Employees



Centerville has 2,154 employees



23 Food Establishments



13 Hair/Nail Salons

19% of businesses own and 81% of businesses rent their buildings.

Workforce Availability: 65%  
Workforce Quality: 72.5%  
Workforce Stability: 74.2%



Average Entry Level Wage  
City Wide: \$9.61  
Mall Businesses: \$8.47

32 businesses actively  
experiencing recruitment  
problems

Heavy Economic reliance on consumer goods and services with **40%** of Centerville Businesses being Retail Related.



Businesses identified Centerville as a regional shopping destination for Middle Georgia to South Georgia.

**COVID-19 Resulted in little to no total job loss for the City of Centerville. While some businesses saw minor decreases others gained total positions.**

**Top 5 Employers:**  
Houston County Galleria\*: 244  
Houston County Board of Education: 179  
Belk: 103  
Warner Robins Building Supply: 80  
City of Centerville: 75

**STRENGTHS:** Small Town, Central Location, Business Growth, High Traffic, Safe Area, CPD/CFD, Regional Shopping Destination, Communication from City, and Quality of Life Initiatives.

**WEAKNESSES:** Oversaturated Market, Lack of Available Commercial Space, Untapped Potential, Interior Mall, Visual Appearance of Commercial Spaces, Trash Service, Taxes/Utility Costs, and Homeless Population

**THREATS:** COVID-19, Recession, Workforce, Market Competition, Federal Regulations, and Limited Growth for New Development

**OPPORTUNITIES:** Architectural Guidelines, Streetscaping, Recycling Services, and Pedestrian Connections.